



# Station Order Add to Schedule Matheson for Congress 2012

**Market:** Salt Lake City-Ogden

Estimate ID

**Flight Dates:** Tuesday, October 09, 2012 to Sunday, October 14, 2012

12438

**Contact:** Dianne Downey

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## KTVX-TV

						Tue	Wed	Thu	Fri	Sat	Sun	Total
						Oct	Oct	Oct	Oct	Oct	Oct	
Program Name	DP	Length	Gross Rate			09	10	11	12	13	14	
KTVX 6a News	EM	M-F ✓	\$95.00	P3								1
6:00 AM 6:30 AM		30	\$95.00									
KTVX 6:30a News	EM	M-F ✓	\$130.00	P3						1		1
6:30 AM 7:00 AM		30	\$130.00									
The Doctors	DT	M-F ✓	\$125.00	P3						1		1
9:00 AM 10:00 AM		30	\$125.00									
Ellen	EF	M-F ✓	\$250.00	P3								1
3:00 PM 4:00 PM		30	\$250.00									
KTVX 4p News	EN	M-F ✓	\$165.00	P3						1		2
4:00 PM 4:30 PM		30	\$330.00									
KTVX 4:30p News	EN	M-F ✓	\$165.00					1	1			2
4:30 PM 5:00 PM		30	\$330.00									
KTVX 5p News	EN	M-F ✓	\$165.00					1				1
5:00 PM 5:30 PM		30	\$165.00									
KTVX 6p News	EN	M-F ✓	\$200.00					1	1			2
6:00 PM 6:30 PM		30	\$400.00									
Two & Half Men	PA	M-F	\$400.00						1			1
6:30 PM 7:00 PM		30	\$400.00									
KTVX 10p News	LN	M-F ✓	\$400.00					1		1		2
10:00 PM 10:35 PM		30	\$800.00									
<b>Station Gross Totals</b>			<b>\$3,025.00</b>									<b>14</b>

Suzanne Collins

**Media Strategies and Research**

1580 Lincoln Street, Suite 510, Denver, CO 80203

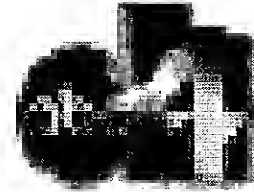
Date/Time Sent: 10/8/2012 9:03:31 AM

KTVX-TV

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suzannel@mediastategies.com

# ORDER



**Orders**  
**Order / Rev:** 64307  
**Alt Order #:**  
**Product Desc:** ESTIMATE 12438  
**Estimate:** 12438  
**Flight Dates:** 10/09/12 - 10/14/12  
**Original Date / Rev:** 10/08/12 / 10/08/12  
**Order Type:** CIA - O

**KTVX-TV**

**Primary AE:** Office Accounts  
**Sales Office:** SLC  
**Sales Region:** Local

**Agency Name:** Media Strategies & Research  
**Buying Contact:**  
**Billing Contact:**  
 1580 Lincoln Street  
 Denver, CO 80203

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser Name:** Matheson for Congress 2012  
**Demographic:** HH  
**Product Codes:** US Congress  
**Priority:** P-3  
**Revenue Codes:** AGY, POL-CAND, GEN

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/12/12	14	\$3,025.00	\$2,571.25

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	14	\$3,025.00	\$2,571.25	0.00
<b>Totals</b>	<b>14</b>	<b>\$3,025.00</b>	<b>\$2,571.25</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Office Accounts			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KTVX	10/09/12	10/09/12	M-F 6a-630a GMU M-F 6a-630a GMU	CM	6a-630a	-1-----	:30	1	\$95.00	P-3	0.00	NM	1	\$95.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	-1-----	1		\$95.00		0.00						
E 2	KTVX	10/12/12	10/12/12	M-F 630a-7a GMU M-F 630a-7a GMU	CM	630a-7a	----F--	:30	1	\$130.00	P-3	0.00	NM	1	\$130.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	----F--	1		\$130.00		0.00						
E 3	KTVX	10/10/12	10/10/12	M-F 3p-4p M-F 3p-4p	CM	3p-4p	--1----	:30	1	\$250.00	P-3	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	--1----	1		\$250.00		0.00						
E 4	KTVX	10/09/12	10/12/12	ABC4 News at 4p ABC4 News at 4p	CM	4p-430p	-1--1--	:30	2	\$165.00	P-3	0.00	NM	2	\$330.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	-1--1--	2		\$165.00		0.00						
E 5	KTVX	10/10/12	10/11/12	ABC4 News at 430p ABC4 News at 430p	CM	430p-5p	--11---	:30	2	\$165.00	P-3	0.00	NM	2	\$330.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	--11---	2		\$165.00		0.00						
E 6	KTVX	10/10/12	10/10/12	ABC4 News at 5p ABC4 News at 5p	CM	5p-530p	--1----	:30	1	\$165.00	P-3	0.00	NM	1	\$165.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	--1----	1		\$165.00		0.00						